

Flash™, No. 373

TYPOGRAPHY IN ADVERTISING STYLE
Undergoes Almost Constant Change.
This change, although never abrupt, is a noticeable one. In the past two or three years types of simple and plain design have been much in demand, and hand-drawn letters in particular are used in advertisements of all kinds. Flash is a Lanston display face that follows the present trend toward the hand-drawn letter. This face have proven itself as very reliable in transporting the message to the consuming public \$ 1234567

THE MERE TECHNICAL ABILITY
To Set Type Is Elementary, But
to select type styles suitable to
the subject; to effectively use
sizes, spacing and margins; to
choose a light, medium \$ 12345

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z a b c d e f g
h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , & ! ? : ;

CONSTRUCTION OF THE NEW ROAD
to shore will start very soon \$ 6789

MID-SUMMER CRUISES
planned by the Emerson Line

THE HOTEL CHARLES
will be opened in the fall

Smartly Designed Evening Gowns

Two-tone Porch Rocker \$946

Quick Starting Gasoline

Crowds Attend Ball